

In the claims:

- 1 1. (Currently Amended) A computer-implemented method for  
2 targeting marketing content to an online user, each  
3 content having an associated target profile, comprising  
4 the steps of:  
5 collecting data describing the user, in a user profile,  
6 ~~the data~~ including a photographic likeness of the  
7 user, in a user profile;  
8 comparing the user profile, including information derived  
9 from the user's photographic likeness, to a ~~the~~  
10 target profile associated with each content; and  
11 presenting the online user with marketing content based  
12 on the comparison.
- 1 2. (Currently Amended) The computer-implemented method of  
2 Claim 1, further comprising including the step of  
3 dynamically creating content for the online user based on  
4 the user profile, wherein the dynamically created content  
5 includes a portion of the ~~user profile~~ data describing  
6 the user.
- 1 3. (Original) The computer-implemented method of Claim 2  
2 wherein the dynamically created content includes the  
3 photographic likeness of the user.
- 1 4. (Currently Amended) The computer-implemented method of  
2 Claim [[3]] 1, further comprising the step of altering  
3 wherein the photographic likeness ~~is altered~~ to

4 incorporate a portion of the content into the  
5 photographic likeness for display to the user.

1 5. (Currently Amended) The computer-implemented method of  
2 Claim [[4]] 1, wherein the step of collecting data  
3 includes ~~the step of identifying the location of the~~  
4 user's facial features in the photographic likeness.

1 6. (Currently Amended) The computer-implemented method of  
2 Claim 5, wherein the step of identifying facial features  
3 includes ~~identifying identification of the user's eyes,~~  
4 nose, lips, ears and neckline of the user.

1 7. (Currently Amended) The computer-implemented method of  
2 Claim 5, wherein the step of identifying facial features  
3 ~~collecting data~~ further includes ~~the step of~~ identifying  
4 facial feature characteristics including skin tone and  
5 hair color of the user.

1 8. (Currently Amended) The computer-implemented method of  
2 Claim 1, wherein the step of collecting data includes ~~the~~  
3 ~~step of tracking the user's online~~ browsing habits.

1 9. (Original) The computer-implemented method of Claim 1  
2 wherein the step of collecting data includes the step of  
3 receiving the user's response to context specific survey  
4 questions.

1 10. (Currently Amended) The computer-implemented method of  
2 Claim ~~7~~ wherein 1, further comprising the step of  
3 altering the photographic likeness ~~is altered~~ to simulate

4           the application of cosmetics on the ~~photographic likeness~~  
5           user.

1   11.   (Currently Amended) The computer-implemented method of  
2   Claim 10, further comprising the step of selecting a  
3   wherein the color of the cosmetics is selected based on  
4   the identified facial feature characteristics features.

1   12.   (Currently Amended) The computer-implemented method of  
2   Claim 1, further comprising the step of altering  
3   wherein the photographic likeness is altered to simulate  
4   the user wearing of jewelry.

1   13.   (Original) The computer-implemented method of Claim 1  
2   further comprising the steps of:  
3   assigning metrics to the collected data; and  
4   creating a data index for the user based on the assigned  
5   metrics, whereby the data index identifies the  
6   user's preferences and purchasing habits.

1   14.   (Original) The computer-implemented method of Claim 13  
2   further including the step of applying a confidence  
3   factor to each metric, the confidence factor causing the  
4   metric value decay over time.

1 15. (Currently Amended) A system for targeting marketing  
2 content to a plurality of online users comprising:  
3 a data storage including:  
4 a plurality of user profiles, each user profile  
5 requiring data describing a user's  
6 demographic and psychographic characteristics  
7 and a photographic likeness of the user; and  
8 a plurality of online content; a plurality of  
9 target profiles, each target profile having  
10 an associated content; a processor; and  
11 a program memory connected to the processor, the program  
12 memory having program instructions stored therein  
13 for instructing the processor to perform steps  
14 comprising:  
15 comparing [[a]] information derived from the  
16 associated user's photographic likeness and  
17 other information in the user profile, to the  
18 target profiles; and  
19 presenting the online user with the content  
20 associated with the target profiles.

1 16. (Original) The system of Claim 15 wherein the program  
2 memory further includes instructions for instructing the  
3 processor to perform the step of dynamically creating  
4 content for the online user based on the user profile,  
5 wherein the dynamically created content includes the  
6 photographic likeness of the user.

1 17. (Original) The system of Claim 16 wherein the program  
2 memory further includes instructions for instructing the  
3 processor to perform the step of altering the  
4 photographic likeness to incorporate a portion of the  
5 content into the photographic likeness for display to the  
6 user.

1 18. (Original) The system of Claim 15 wherein the program  
2 memory further includes instructions for instructing the  
3 processor to perform the step of identifying the location  
4 of the user's facial features in the photographic  
5 likeness.

1 19. (Original) The system of Claim 18 wherein the  
2 photographic likeness is altered to simulate the  
3 application of cosmetics on the photographic likeness.

1 20. (Original) The system of Claim 15 wherein the program  
2 memory further includes instructions for instructing the  
3 processor to perform the steps of assigning metrics to  
4 the user profile data, and creating a data index for the  
5 user based on the assigned metrics, whereby the data  
6 index identifies the user's preferences and purchasing  
7 habits.

1 21. (Currently Amended) A method for targeting marketing  
2 content to an online a user having an associated user  
3 profile requiring a photographic likeness of the user,  
4 each targeted content having an associated target profile  
5 defined by market segmentation variables, comprising the  
6 steps of:  
7 assigning metrics to data elements in the user profile,  
8 each metric representing either an incremental or  
9 detrimental change in a market segmentation  
10 variable, and including a confidence factor that  
11 decays over time;  
12 calculating a user index by applying the assigned metrics  
13 to the market segmentation variables;  
14 comparing the user index to the target profile associated  
15 with each content; and  
16 presenting the online user with content based on the step  
17 of comparing.

1 22. (Original) The computer-implemented method of Claim 21  
2 further including the step of dynamically creating  
3 content for the online user based on the user profile,  
4 wherein the dynamically created content includes a  
5 portion of the user profile.

1 23. (Original) The computer-implemented method of Claim 21  
2 wherein the step of assigning metrics includes assigning  
3 metrics to information derived from the user's  
4 photographic likeness.

1 24. (Original) The computer-implemented method of claim 23  
2 wherein the photographic likeness is altered to  
3 incorporate a portion of the content into the  
4 photographic likeness for display to the user.

1 25. (Original) The computer-implemented method of Claim 24  
2 wherein the photographic likeness is altered to simulate  
3 the application of cosmetics on the photographic  
4 likeness.

1 26. (Original) The computer-implemented method of Claim 24  
2 wherein the photographic likeness is altered to simulate  
3 the wearing of clothing.

1 27. (Currently Amended) A method for targeting marketing  
2 content to an online user, each content having an  
3 associated target profile including at least one market  
4 segmentation variable and each online user having an  
5 associated user profile requiring a photographic likeness  
6 of the user and including a plurality of other data  
7 elements, comprising the steps of:  
8 collecting data describing the user in the user profile,  
9 the data including responses to context sensitive  
10 questions;  
11 comparing the information derived from the associated  
12 user's photographic likeness and the context  
13 sensitive questions, to the target profile  
14 associated with each content; and  
15 presenting the online user with content based on the  
16 comparison.

1 28. (Original) The method of Claim 27 further comprising the  
2 steps of:  
3 identifying at least one deficient data element from the  
4 user profile;  
5 identifying content having an associated market  
6 segmentation variable that relates to the deficient  
7 data element; and  
8 creating a context sensitive question based on the  
9 identified content, wherein the answer to the  
10 context sensitive question is collected in the  
11 deficient data element.

1 29. (Original) The method of Claim 28 further comprising the  
2 step of dynamically creating content for the online user  
3 based on the user profile, wherein the dynamically  
4 created content includes a portion of the user profile.

30. (Previously Cancelled)

1 31. (Currently Amended) The method of Claim 27 wherein the  
2 photographic likeness is altered to incorporate a portion  
3 of the content into the photographic, photographic  
4 likeness for display to the user.

1 32. (Original) The method of Claim 31 wherein the  
2 photographic likeness is altered to simulate the  
3 application of cosmetics on the photographic likeness.